

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the present application:

**Listing of Claims:**

1. (currently amended) A method of framing an image on a mobile wireless communication device, the image having a size and a resolution, the method comprising:
  - providing a frame rule, the frame rule for instructing an image processor to generate at least a portion of a frame, the frame having a scalable dimension independent from the size and resolution of the image;
  - retrieving a first frame asset, the first frame asset being indicative of a first segment of a frame;
  - generating a plurality of first frame blocks using the first frame asset, the first frame blocks being generated according to the frame rule; and
  - placing the first frame blocks according to the frame rule, the first frame blocks positioned to form at least a portion of the frame for the image.

2. (currently amended) The method according to claim 1 further comprising:
  - retrieving a second frame asset, the second frame asset being indicative of a second segment of a frame;
  - generating a plurality of second frame blocks using the second frame asset, the second frame blocks being generated according to the frame rule; and
  - placing the second frame blocks according to the frame rule, the first frame blocks and the second frame blocks positioned to form the frame for the image.
3. (currently amended) The method according to claim 1 further comprising:
  - accepting user input from a control; and
  - adjusting at least one of the first frame blocks responsive to the user input.
4. (original) The method according to claim 3 wherein the user input specifies a width.
5. (original) The method according to claim 1 wherein the frame extends continuously around the image.

6. (currently amended) The method according to claim 1 wherein at least some of the first frame blocks are positioned on the image.
7. (currently amended) The method according to claim 1 wherein at least some of the first frame blocks are positioned adjacent to the image.
8. (currently amended) The method according to claim 1 wherein the first frame asset is a corner asset, and generating the first frame blocks includes rotating the corner asset.
9. (currently amended) The method according to claim 6 wherein the first frame blocks generated using the corner asset are positioned at the at least one corner [[s]] of the image.
10. (currently amended) The method according to claim 1 wherein the first frame asset is a tile, and the first frame blocks generated using the tile are positioned to form a portion of the frame along an edge of the image.
11. (currently amended) The method according to claim 1 wherein the first frame asset is a graphics file.
12. (currently amended) The method according to claim 1 wherein the first frame asset is a formula.

13. (currently amended) A method of framing an image on a mobile wireless communication device, the image having a size and a resolution, the method comprising:

retrieving a corner asset, the corner asset being indicative of a corner segment of a frame, the frame having a scalable dimension, the scalable dimension independent from the size and resolution of the image;

generating four corner blocks using the corner asset, the corner blocks being generated by rotating the corner asset 0 degrees, 90 degrees, 180 degrees, and 270 degrees, respectively; and placing one of the corner blocks at each corner of the image.

14. (original) The method according to claim 13, further comprising:

retrieving an edge asset, the edge asset being indicative of an edge segment of the frame; and

generating edge frame blocks using the edge asset, the edge frame blocks being sufficient to fill between two of the corner blocks along a side of the image.

15. (original) The method according to claim 14, further comprising

generating other edge frame blocks by rotating the edge asset, the other

edge frame blocks being sufficient to fill between two of the corner blocks along another side of the image.

16. (original) The method according to claim 13, further comprising:  
generating edge frame blocks using the corner asset, the edge frame blocks being sufficient to fill between two of the corner blocks along a side of the image.
17. (currently amended) On a mobile wireless communication device, A-a frame description in processor usable format for framing an image, the image having a size and a resolution, the frame description comprising:  
at least one frame asset, the frame asset being a graphics file  
indicative of a segment of a frame; and  
a frame rule, the frame rule including instructions on processing the frame asset into a frame block, and placing the frame block to form a portion of the frame, the frame having a scalable dimension, the scalable dimension independent from the size and resolution of the image.
18. (currently amended) On a mobile wireless communication device, A-a frame description in processor usable format for framing an image, the image having a size and a resolution, the frame description comprising:

a corner asset, the corner asset being a graphics file indicative of a corner segment of a frame; and

an edge asset, the edge asset being a graphics file indicative of an edge segment of the frame; and

a frame rule, the frame rule including instructions on processing the corner asset and the edge asset into a plurality of frame blocks, and placing the frame blocks to form the frame, the frame having a scalable dimension, the scalable dimension independent from the size and resolution of the image.

19. (currently amended) A method of publishing a framed image on a mobile wireless communication device, the method, comprising:

acquiring an image, the image having a size and a resolution;

selecting a frame style;

retrieving a frame rule and one or more frame assets that are associated with the frame style;

generating frame blocks using the frame asset(s) in accordance with the frame rule;

placing the frame blocks in accordance with the frame rule to form a frame for the image, the frame having a scalable dimension, the scalable dimension independent from the size and resolution of the image;

generating the framed image using the frame and the image; and

publishing the framed image.

20. (original) The method according to claim 19 wherein the acquiring step includes taking the image with a digital camera module.
21. (original) The method according to claim 19 wherein the acquiring step includes downloading the image over a wireless network.
22. (original) The method according to claim 19 wherein the selecting step includes previewing a thumbnail of the frame.
23. (original) The method according to claim 19 wherein the frame rule includes instructions on rotating one of the assets to generate one of the frame blocks.
24. (original) The method according to claim 19 wherein the frame rule accepts a user input in placing at least one of the frame blocks.
25. (original) The method according to claim 19 wherein the frame rule accepts a user input in sizing at least one of the frame blocks.
26. (original) The method according to claim 19 wherein the frame is placed adjacent to the image.

27. (original) The method according to claim 19 wherein the frame is on the image, and deforms image pixels.
28. (original) The method according to claim 19 wherein at least one of the frame assets is retrieved from a local memory.
29. (original) The method according to claim 19 wherein at least one of the frame assets is retrieved from a remote server.
30. (original) The method according to claim 19 wherein at least one of the frame assets is retrieved from a remote server using a wireless network.
31. (original) The method according to claim 19 wherein the publishing step includes transmitting the framed image using a wireless network.
32. (original) The method according to claim 19 wherein the placing step includes accepting user input from a user control.
33. (original) The method according to claim 19 wherein the placing step includes using an image processor to analyze the image and placing at least one of the frame blocks responsive to the analysis.



- 34. (original) The method according to claim 19 wherein the image is a picture.
- 35. (original) The method according to claim 19 wherein the image is a sequence forming an animation.
- 36. (original) The method according to claim 19 wherein the image is a is a sequence forming a movie.